Instagram Tactic #3: Engage with others

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Daily tasks you should do

- Instagram is a social platform, so engaging with people has to be an important part of your activity

- Make sure you have a complete bio, a call to action, and a URL on your profile

- Follow accounts that you like, but also accounts that you think might be interested in what you're doing

- Every day, try to do the following:
  - like at least 10 posts from other people
  - comment on at least 3-5 posts (answer a question, tag someone you know would like the post, etc.)
  - share 2 posts from other accounts that inspired you (if you only post original content once a day, then only repost 1 other post)

- Once people start engaging, reinforce that by following people back and liking and responding to their comments

- You want to keep a healthy ratio of followers to followings
  - don't follow more people than the number of followers you have